2021 Patron Intent Survey

Key survey response highlights

- 90% attended events at concert halls & theatres and museums prior to the pandemic.
  - Followed by 84% attending outdoor events, 74% attending non-traditional venues, 69% attending nature centers or gardens, 58% attending film and media arts events, 55% attending the zoo or aquarium, 49% attending science or children's museums, and 41% attending workshops.

- 35% attended outdoor events in-person since March 2020.
  - Followed by 33% attending museums and non-traditional performing venues, 24% attending nature gardens and 24% who have not attended any in-person events since March 2020.

Administered by Arts Services Inc

251 patron responses to survey

asiwny.org
84% live in Erie County
10% from Niagara County
4% from Chautauqua County

Less than 1% of responses came from Wyoming, Genesee, Monroe, and Allegany counties

27% identified as male, 1% identified as nonbinary, 4% chose not to identify

7% chose not to identify, 3% identified as Black, 2% identified as Hispanic or Latinx and biracial

85% identified as White or Caucasian

90% are fully vaccinated (out of 229 responses)

identified as female 67%

Erie
## PATRONS WHO HAVE NOT YET RETURNED

### MOST COMFORTING
- Full vaccination status
- Herd immunity
- Ability to be outdoors
- Avoiding lines of people
- Limited crowds or attendance

### LESS COMFORTING
- Visible enforcement of safety procedures
- Availability of hand sanitizer
- Government lifting restrictions
- Knowing cleaning procedure
- Social distancing
- Mandatory masking
- Mandatory vaccinations
- Health screening
- Seeing others visit

### LARGE DETERRENTS

1. **General health and safety concerns**

### LESS CONCERNING

1. Lack of trust in public honesty regarding vaccination history
2. Loss of income
3. Uninteresting programming
4. Lack of time
5. Lack of access
6. Mandatory masking
7. Mandatory vaccinations

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For more information, contact us at info@asiwny.org
PATRONS WHO HAVE RETURNED TO IN-PERSON EVENTS

MOST COMFORTING

+ Full vaccination status
+ Ability to be outdoors
+ Limited crowds or attendance
+ Social distancing policy

LESS COMFORTING

- Mandatory mask policy
- Avoiding lines
- Visible enforcement of policy
- Government lifting restrictions
- Herd immunity
- Availability of hand sanitizer
- Knowing cleaning procedure
- Seeing others visit
- Health screening

LARGE DETERRENTS

1. Lack of trust in public honesty regarding vaccination history

LESS CONCERNING

1. Safety concerns
2. Uninteresting programming
3. Lack of time
4. Lack of income
5. Lack of access
6. Mandatory vaccinations
7. Mandatory masking

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+ Those who have not yet returned to in-person events plan to do so between the next month and next three months

+ Full vaccination status is what will cause most people to return in-person or led to most people's return to in-person activities

+ Governor Cuomo lifting restrictions on June 15th was NOT a factor in responses